

## ABSTRACT OF THE DISCLOSURE

A light guiding member (40) for reflecting therein light entering through a light entering surface (40a) several times to cause light having a uniform illumination distribution to outgo from a light outgoing surface (40b) is inserted into an optical path between a lamp source (10) and a reflection type display device (80). The light outgoing surface (40b) of the light guiding member (40) is formed in a dissimilar shape with an image display region of the reflection type display device (80), and a region irradiated with light in the image display region of the reflection type display device (80) is formed smaller than the image display region. This prevents a whitening phenomenon in a projected image undisplay region and improves video effects given to viewers as well as effectively utilizing light emitted from a light source for images to be projected to display projected images brightly.